

WHAT IS CLAIMED IS:

1. A device for making purchases in real time over a data communications network, comprising at least one personal computer by means of which a user who wishes to make purchases connects to a data communications network access service provider, at least one second personal computer located within a point of sale whose online site the user wishes to visit in order to make purchases, said second personal computer being connected to said access service provider, and at least one television camera that can move inside said point of sale and is adapted to transmit, by virtue of said second personal computer, over said data communications network, images of said point of sale, said at least one television camera being such that it can be guided within said point of sale by the user of said first personal computer.

2. The device according to claim 1, wherein said at least one television camera is carried by an operator inside said point of sale, the movement of said television camera being guided by the user of said first personal computer by voice communication with said operator.

3. The device according to claim 1, wherein said second personal computer comprises a database that is adapted to log the names of users requesting access to the online site of said point of sale.

4. The device according to claim 3, wherein the access of said user to said online site of the point of sale is controlled by a password supplied to said user.

5. The device according to claim 1, further comprising an additional television camera installed at said first personal computer and connected thereto.

6. A method for making real-time purchases over a data communications network, comprising the steps of:

connecting to a data communications network access provider;

entering an address of an online site that a client wishes to visit;

accessing said site;

by interacting with an operator who is present in the point of sale to which said site corresponds, covering a guided path within said point of sale, using at least one television camera that can move within said point of sale;

5 choosing, by talking with said operator, an item that the client wishes to purchase;

completing the purchase.

7. The method according to claim 6, wherein access to said online site of said point of sale is controlled by a password.

10 8. The method according to claim 6, comprising a step for registering at the site of said point of sale in order to subsequently obtain permission to access said online site.

9. The method according to claim 6, further comprising a step of logging the behavior of the user who accesses said online site in order to create a
15 database that contains the profile of each user.

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